

TABLE OF CONTENTS

CHAPTER 8	URBAN DESIGN ELEMENT	1
I.	INTRODUCTION	1
II.	GOALS, OBJECTIVES AND POLICIES	1
A.	OVERALL CITY IMAGE	1
B.	HISTORIC/CULTURAL RESOURCES	6
C.	DISTRICTS AND NEIGHBORHOODS	10
D.	CORRIDORS AND CONNECTIONS	13
E.	TRANSITIONS AND EDGES	15
F.	DOWNTOWN AREA	18
G.	HARBORFRONT/RIVERFRONT	22
H.	GATEWAY CORRIDORS	24

CHAPTER 8

URBAN DESIGN ELEMENT

I. Introduction

The Urban Design and Historic Preservation Element is intended to address the three-dimensional, built environment. It examines the general image of the community; the character of its districts and neighborhoods; the quality of buildings, streets, and public spaces; and its historical attributes. For each of these subjects, specific goals, objectives and policies are set forth.

This element is not meant to be free-standing; it relates to a number of other elements in a complementary manner. In particular, the elements concerning transportation, land use, housing and parks all have issues involving design. In addition, urban design relates to economic policies of the city in that the community's perceived strength is derived in part from its visual characteristics. Accordingly, policies regarding urban design and historic preservation issues need to be examined in the implementation of other parts of the comprehensive plan, and vice versa.

Everett is a community that contains both relatively old and relatively new streets and buildings. The character of Everett's neighborhoods varies greatly throughout the city. The policies contained in this element attempt to address all parts of the community, not just those with more "traditional" characteristics. In fact, it is the newer areas that often need more attention with respect to urban design, so the community can reinforce, retain and enhance its character over time.

It is important to note that the objectives and policies contained in this chapter may all not be met in the short term; in some cases, decades may be required. The physical nature of any community evolves and changes; new opportunities and challenges surface continually. Nonetheless, this set of policies should improve the community by ensuring that Everett's character is strengthened, and it is made a more lively, vibrant and desirable place to live.

II. Goals, Objectives and Policies

The following section contains the goals, objectives and policies for the Urban Design and Historical Preservation Element of the Everett Growth Management Comprehensive Plan. The statements of "goals, objectives and policies" are intended to guide the public and those who make decisions about our future. Goals are broad statements of the community's desires. The objective statements are more descriptive and imply actions or programs that will move the City toward attainment of the goal. The policy statements describe specific actions to be undertaken for the City to realize the objectives and goals.

A. Overall City Image

Goal 8.1 As a major city in the region and as the center of commerce and culture for the county, Everett should offer a physical setting that conveys a distinct and appealing image and reflects its rich historic traditions.

Objective 8.1.1 To achieve a “greener” character over time, reflecting the spectacular natural landscape within and surrounding the community.

Objective 8.1.2 To preserve and reinforce the city’s traditional pattern of mixed-use neighborhoods containing varied forms of housing as well as local shops and services.

Objective 8.1.3 To ensure that development, particularly commercial and multiple family development, has a high quality of design with respect to elements such as public spaces, pedestrian amenities, landscaping, building forms, and materials.

Objective 8.1.4 To create a positive, pleasant impression on residents and first time visitors with attractive entryways, focal points and dramatic viewpoints.

Objective 8.1.5 To strengthen the sense of civic pride among residents by providing attractive public spaces, trees and flowers along streets, public artwork and distinctive architecture.

Objective 8.1.6 To preserve and build upon the positive, historic patterns of development that are a major part of Everett’s character.

Objective 8.1.7 To revitalize and reinforce the role of downtown as the center of the community.

Objective 8.1.8 To ensure that building and site designs encourage trips by walking, bicycling, transit, and other non-motorized modes.

The City shall:

Policy 8.1.1 Encourage street trees, whether planted as part of a public project or as a result of private action, provided the species and locations are approved by the City.



A preferred residential streetscape.

Policy 8.1.2 Preserve major stands of trees, estuaries, riparian corridors, and vegetated ravines because they are a significant part of Everett’s image.

Policy 8.1.3 Manage all trees in public rights-of-way, parks and other public properties, and preserve or expand the size of the city's tree canopy, replacing trees which have to be removed with one or more trees.

Policy 8.1.4 Remove non-native invasive plant species from critical areas and open spaces on City owned and maintained property, and encourage removal of non-native invasive plant species from critical areas and open spaces on private property to protect native species.

Policy 8.1.5 Encourage the mixing of commercial uses with higher density housing as redevelopment occurs.

Policy 8.1.6 Enhance the quality of development throughout the city over time through the use of design guidelines/standards and design review. Implement the design guidelines/standards and design review to ensure the quality of development throughout the city is enhanced over time.

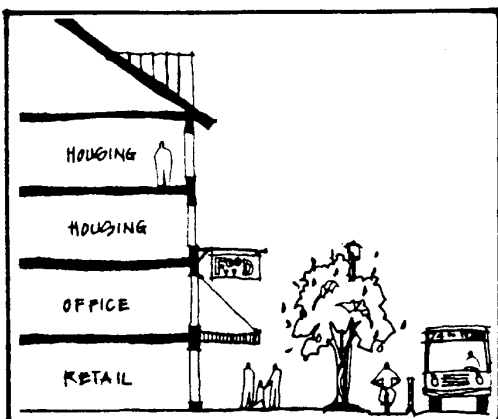
Policy 8.1.7 Encourage the incorporation in early building design of secure and convenient bicycle parking for guests and tenants with associated amenities such as repair and servicing facilities, bike wash areas in residential buildings, and showers/changing areas for employees who bike. Visitor parking should be readily visible to passers-by.

Policy 8.1.8 Require transit-oriented development in the Metropolitan Center near bus rapid transit stations and near future light rail stations.

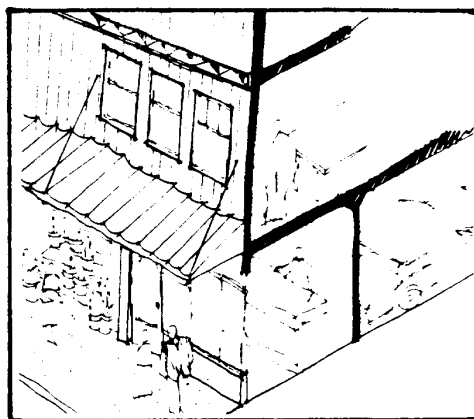
Policy 8.1.9 Collaborate with Snohomish County on design measures to improve the quality of development in the city's Urban Growth Area.

Policy 8.1.10 Establish a sign amortization program to reduce the clutter of large signs and billboards along major streets.

Implementation Concepts for Mixed-Use Development



Mixed-use development should take the form of 3 to 6 story structures, depending upon the location, combining retail, commercial and multi-family housing.



Mixed-use developments should incorporate structured parking with access from the side or rear of the building.

Policy 8.1.11 Encourage all public buildings to serve as models of superior design quality and convey a sense of civic importance.

Policy 8.1.12 Require all public buildings, spaces, transportation facilities and infrastructure to be designed to contribute to livability, a desirable sense of place and community identity. In addition, transportation facilities and infrastructure shall be designed to contribute to safety.

Policy 8.1.13 Provide major entrance points into Everett with attractive, welcoming signage and landscaping to create a visually dramatic and attractive gateway effect.

Policy 8.1.14 Provide a comprehensive system of way-finding signs to direct residents and visitors from I-5 and the major city gateways to amenities in the city including the downtown, the waterfront, riverfront, historic districts and attractions, scenic viewpoints, major institutions and other points of interest.

Policy 8.1.15 Give parks, greenbelts and open spaces extraordinary attention with respect to design, conservation, and maintenance, because they strongly contribute to the livability of Everett's neighborhoods.

Policy 8.1.16 Protect public views of distant mountains and water whenever feasible as new development is approved.



Renovated Everett Library entryway.

Policy 8.1.17 Retain and adapt Everett's stock of older commercial and institutional buildings to new uses on City owned and maintained property, and encourage retention and adaptive reuse of such buildings on private property, so they may continue to contribute to the city's image.

Potential Implementation Program and Projects

1. Amend development standards as needed to implement the policies above.
2. Expand the existing program to remove non-native invasive plant species from critical areas and open spaces to preserve native species.



Implementation concept for enhanced gateway corridor.

3. Establish a design review process with design guidelines that include appropriate street trees and landscaping with special emphasis on the design of multiple-family, commercial and mixed use buildings.
4. Institute a city facilities design/graphics program to strengthen Everett's image.
5. Expand the art in public places program.
6. Amend sign code provisions to include amortization.
7. Establish and fund a landscaping and continuous landscaping maintenance program for street trees and trees in parks and open spaces to improve the visual image of the community with appropriate trees, shrubs and groundcovers
8. Expand the City's tree policy and the implementation thereof to apply to the management of trees on city property and city rights-of-way to achieve no net loss of forest canopy cover on these lands in the short term and a measureable gain in the long term. Expand tree and landscaping standards as necessary to include proper tree selection, standards for supporting a healthy root system, proper irrigation practices for best tree survival, tree maintenance and pruning, prohibiting tree topping, and following International Society of Arborists standards.
9. Create and distribute information to educate the public on the benefits of the urban forest, trees within the city limits on both public and private property, and proper tree maintenance.
10. Encourage creation of a privately-funded program to underwrite the costs of bringing world class architects and artists to design distinct and exciting buildings and pieces of public art.
11. Install state and city flags at major city buildings.
12. Adopt plans and/or regulations including landscaping standards to improve the visual character of designated gateways on public and private property.



Historic Monte Cristo building in Everett.

13. Encourage pedestrian and transit-oriented developments with greater emphasis on sidewalk improvements, landscaping, interconnected trails, and bicycle facilities.
14. Establish guidelines for placement of above-ground utilities, including infrastructure control boxes, backup generators, utility towers, etc., to minimize visual effects on the streetscape and interference with pedestrian traffic.
15. Design and install a system of wayfinding signs.
16. Require that bicycle parking location and design be shown on construction documents with bicycle parking products in specifications.

B. Historic/Cultural Resources

Goal 8.2 Identify and build on Everett’s historical assets and unique heritage as a significant focus in neighborhood, downtown, tourism, and economic development programs. These assets should be broadly interpreted to include not just structures, but also landmarks, archaeological sites, heritage trees, views, and the connections between the river and the bay.

Objective 8.2.1 To identify historic development patterns, landmarks, structures, neighborhoods, business districts, natural vistas, and archaeological sites that give Everett its special character and are crucial in defining a distinct city image.

Objective 8.2.2 To use the expertise of the Everett Historical Commission in matters that relate to the preservation of Everett’s heritage and ways to retain a sense of the past as the city grows and changes.

Objective 8.2.3 To encourage the retention of significant historical and cultural resources that foster community identity and pride. This may include revitalization of older housing stock, preservation of neighborhood patterns, preservation of small scale neighborhood services, and the marking of important sites.

Objective 8.2.4 To encourage downtown revitalization strategies that recognize and capitalize on the historic traditions of Everett. Ensure that significant and representative structures are retained to provide a link with Everett's past and a sense of continuity.

Objective 8.2.5 To promote cooperative efforts among schools, parks, libraries, museums, neighborhoods and other interested groups in planning interpretive displays, classes, and celebrations relating to the history of Everett.

The City shall:

Policy 8.2.1 Encourage traditional grid street and sidewalk patterns and other historic street and sidewalk patterns in historic neighborhoods.

Policy 8.2.2 Continue research, identification, and inventory of historic and cultural resources.

Policy 8.2.3 Retain street names that relate to Everett's history.

Policy 8.2.4 Establish and/or expand Historic Overlay Districts and design guidelines to preserve distinct neighborhoods and districts.

Policy 8.2.5 Create special incentives for developers to rehabilitate historic structures and encourage use of existing incentives such as tax credits and special valuation.

Policy 8.2.6 Set civic examples of adaptive re-use of historic structures.

Policy 8.2.7 Encourage additions to historic buildings to be designed in a manner sensitive and complementary to the original building design, context and landscaping.

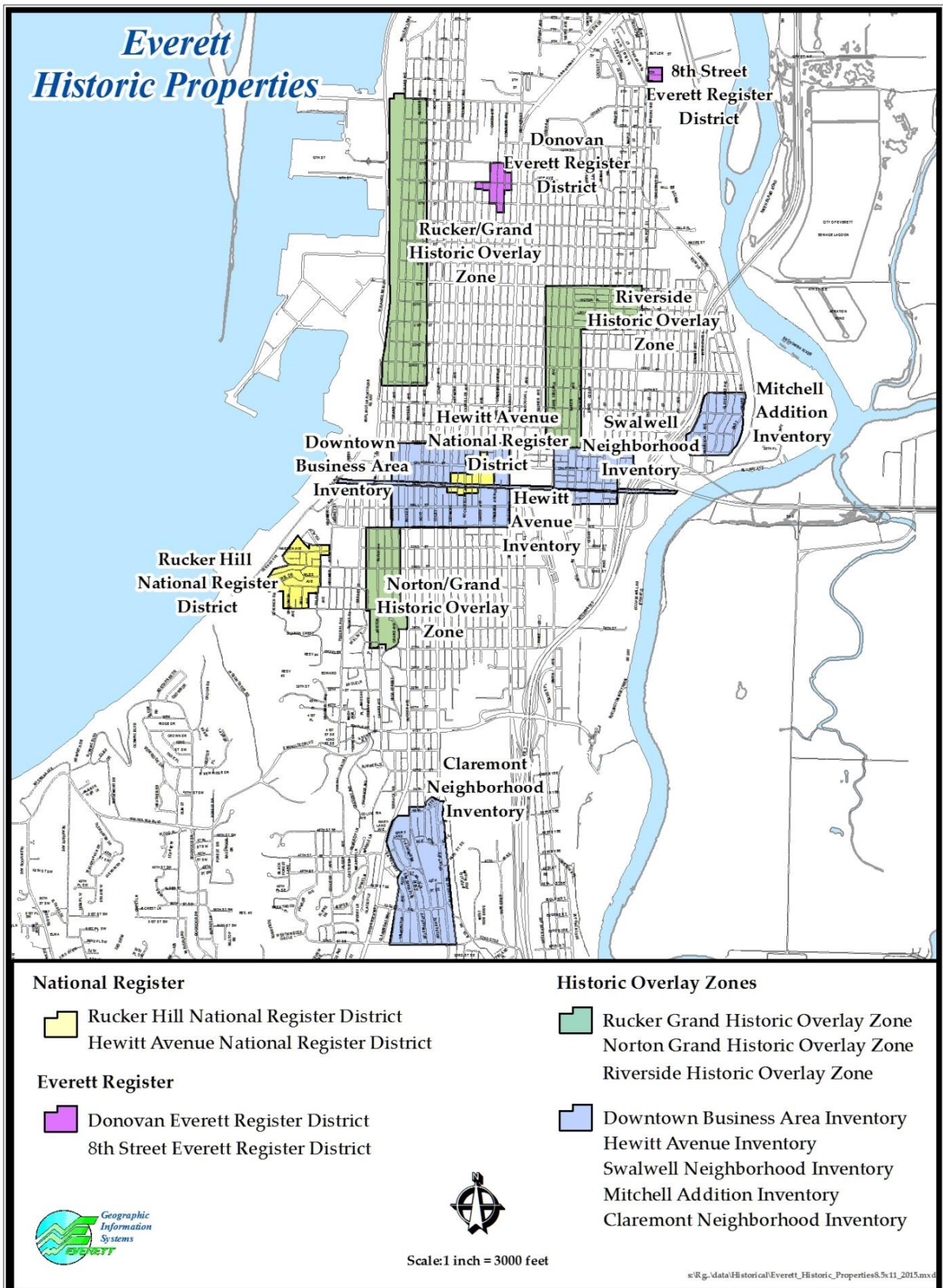
Policy 8.2.8 Prioritize preservation of historic buildings in enforcement of building safety and maintenance codes.

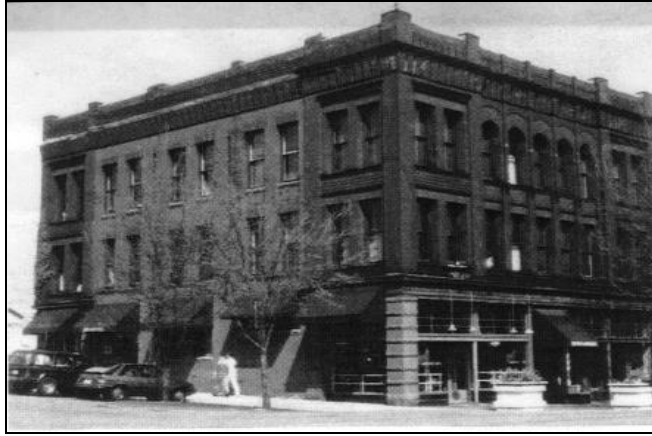
Policy 8.2.9 Explore city options to motivate property owners to maintain properties.

Policy 8.2.10 Maintain Everett Certified Local Government participation and Historical Commission community activities.

Policy 8.2.11 Develop a stronger historic preservation policy, possibly a landmarks ordinance that prohibits demolition of landmark type buildings and healthy landmark trees which contribute to the City's cultural and social heritage.

Policy 8.2.12 Protect the Donovan Historic District— No additional homes will be lost to expansion by the Providence Medical center, clinics, office buildings, or other non-residential uses, and the east side of the alley between Lombard and Broadway shall be the western boundary for expansion of any non-residential use from Broadway.





Historic Swalwell Building in Everett – a good example of architectural detail.

Potential Implementation Programs and Projects

1. Integrate inventory of historic sites and structures into the city's GIS program for ease of recognition in permitting. The map of pre-historic resources will be maintained in the Dept. of Planning & Community Development for use in evaluating project impacts on the resources. This map is not for public use per Memorandum of Agreement with Office of Archaeology & Historic Preservation.
2. Have the Historical Commission and the Planning Commission work together with Planning, Public Works, and Parks Departments on ways to maintain traditional street, sidewalk and parking patterns in existing and new development while also meeting traffic and maintenance needs.
3. Have the Historical Commission work with traffic engineers on signage for historic neighborhoods, districts and sites. Coordinate with the state Department of Transportation to install Historic District signs on I-5.
4. Target specific historic structures for public or private investment, possibly with a landmark ordinance and public incentives.
5. Integrate the review and evaluation of impacts to historic and archaeological resources into the city's land development regulations.
6. Establish a "Main Street" type program for downtown.
7. Continue Historical Commission publications on preservation-related subjects and community programs such as the Brown Awards.
8. Develop a description of patterns and characteristics of traditional development that give Everett its character to provide design direction to new development.

9. Include information on historic resources, sites and attractions in promotional materials for the city.

10. Work with the Tulalip Tribes on opportunities to interpret and commemorate our shared history and historic resources.

C. Districts and Neighborhoods

Goal 8.3.1 Enhance the physical character and distinctive qualities of individual districts throughout the city, including residential neighborhoods.

Goal 8.3.2 Focus on placemaking as an integral and essential part of economic and community development activities in the Metropolitan Center and arterial corridors planned for higher densities. Placemaking is a process to create great public spaces that promote people's health, happiness, and well-being. It can improve the gathering places in a community -- streets, sidewalks, parks, buildings -- so they invite greater interaction between people and foster more social and economically viable communities. Placemaking creates places where people feel a strong stake in their community and a commitment to making the community better.

Objective 8.3.1 To upgrade the visual appearance of commercial and industrial districts that are significant for the city as a whole, such as the waterfront, the downtown, Evergreen Way, Broadway, Everett Station Area and the Everett Mall area.

Objective 8.3.2 To create better pedestrian, bicycle, and transit linkages between commercial centers and nearby residential areas.

Objective 8.3.3 To promote infill development in older, established areas of the city that will continue to maintain the character of these areas.

Objective 8.3.4 To promote infill development in newer areas of the city that incorporates more traditional forms of building and site design.

Objective 8.3.5 To encourage the redevelopment of selected commercial corridors in such a manner as to incorporate a mix of uses within a concentrated and compact setting, support pedestrian activity and transit, and exhibit a distinctive design character.

Objective 8.3.6 To preserve and encourage small scale, mixed-use centers in certain locations to serve as the focus for neighborhoods; offer opportunities for locally owned shops and services; and provide for the daily needs of nearby residents.

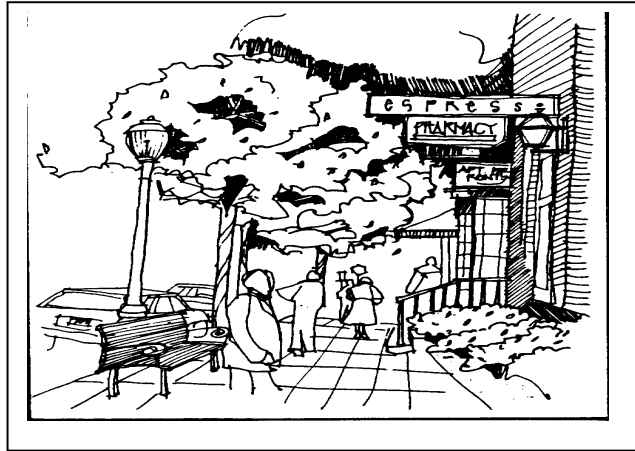
Objective 8.3.7 To cooperate with neighborhood groups to determine improvements and programs that would enhance their livability.

The City shall:

Policy 8.3.1 Direct a portion of the city's capital and operating revenues toward strengthening, preserving, and enhancing neighborhoods.

Policy 8.3.2 Prepare neighborhood enhancement plans for each neighborhood in the city, with particular emphasis on mutually supportive programs and activities by government, civic associations, and individuals.

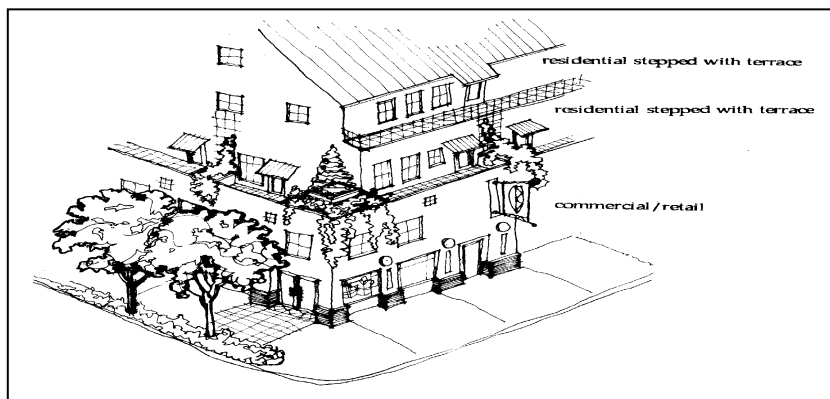
Policy 8.3.3 Provide all-weather sidewalks or pathways to link major concentrations of residential development with nearby neighborhood shops and services.



Implementation concept of improved neighborhood/district pedestrian realm.

Policy 8.3.4 Design physical improvements in districts and neighborhoods throughout the city to create a sense of personal safety and security while retaining appropriate trees and other landscaping.

Policy 8.3.5 Encourage locally-oriented shops and services in each district or neighborhood for the convenience of people who live, work, or visit there.



District and neighborhood high density, mixed use development.

Policy 8.3.6 Require major commercial development projects within each district to contribute positively to the character of their surroundings, including appropriate trees and landscaping with continual maintenance.

Policy 8.3.7 Design civic facilities as community focal points, incorporating such elements as unique and dramatic architecture, usable outdoor space, specimen plantings, artwork, water features, and views.

Potential Implementation Programs and Projects

1. Establish design overlay districts, with individualized guidelines.
2. Establish conservation and historic districts.
3. Provide master planning for mixed-use centers.
4. Provide incentive zoning.



Everett Station - a good example of special artwork treatment of public buildings and entryways.

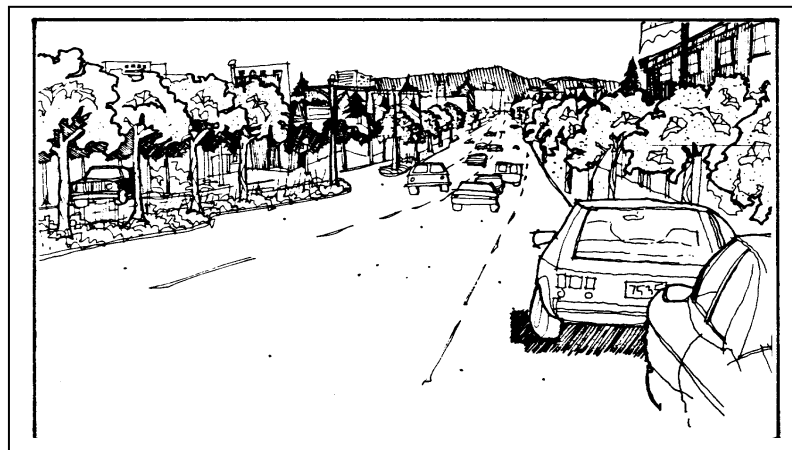
5. Use the Capital Improvement Plan to implement projects within districts or neighborhoods.
6. Encourage cooperative public/private projects.
7. Include additional design standards in land use code, as needed.
8. Prepare design guidelines for major institutions.
9. Continue to enforce property maintenance codes.
10. Proactively enforce sign regulations in commercial corridors to reduce visual clutter and enhance the image of Everett's business districts.
11. Create multi-purpose open spaces, such as those that accommodate transit, water quality improvements and recreation.

12. Develop partnerships with businesses adjacent to public spaces to monitor and maintain those areas to increase safety, or allow businesses such as food vendors to use public areas if they monitor and maintain them.

D. Corridors and Connections

Goal 8.4 Ensure that transportation corridors provide for the efficient movement of people and goods while complementing the design character of the community.

Objective 8.4.1 To preserve the abundant stands of trees that line Interstate 5 on the southerly end of the city and look for opportunities for additional plantings to screen urban development in selected areas of the corridor.



Implementation concept of a visually enhanced gateway arterial with special features such as street trees, special lighting, broad sidewalk barriers, and planted medians

Objective 8.4.2 To designate certain arterials as ‘gateways’ into the city and seek to enhance their appearance over time.

Objective 8.4.3 To develop a network of well-functioning pedestrian pathways and bicycle trails in areas of high scenic value, such as the waterfront, the riverfront, and the various greenbelt ravines, with connections to adjacent neighborhoods.

Objective 8.4.4 To upgrade Hewitt Avenue, over time, to serve as an attractive link between the riverfront and the harborfront, with activity nodes and connections to other areas of the city situated along its length.

Objective 8.4.5 To designate bicycle routes in the city and provide ample directional and interpretive signage.

Objective 8.4.6 To develop various methods of managing through-traffic in residential areas to produce safe neighborhoods and reduce the disruptive effect of fast-moving vehicles.

Objective 8.4.7 To use the city’s and the region’s transit system to help support the pattern and character of development in Everett’s neighborhoods and centers.

The City shall:

Policy 8.4.1 Work with the state DOT to preserve the large stands of evergreen and deciduous trees that abut Interstate 5 within the city limits whenever construction work occurs along the freeway.

Policy 8.4.2 Designate “Gateway Arterial Streets” which can, over time, be upgraded to include features such as street trees, special lighting, broad sidewalks, banners and planted medians that will produce visually appealing linear corridors into the city. (Possible candidates: Everett, Pacific, Hewitt, North Broadway to Broadway & 41st, 112th, Evergreen Way, Everett Mall Way and 19th Avenue SE.)



Orientation of commercial development to pedestrian, bicycle, and transit corridors.



Special streetscape treatment of designated gateway entrances.

Policy 8.4.3 Require development along each of the gateway arterials to be consistent with an adopted design plan that includes guidelines and incentives intended to project a more pedestrian-friendly character for the community.

Policy 8.4.4 Construct a system of pathways, trails and sidewalks with informational signage among the City’s neighborhoods and arterials and along important scenic and natural areas.

Policy 8.4.5 Encourage Hewitt Avenue to serve a strong visual and functional connection between the river and the harbor, and contain interpretive signage about important people, buildings, and events in Everett’s history.

Policy 8.4.6 Establish a “Street Tree Matching Program” that would offer financial support to neighborhood groups and commercial areas that organize and collect funds for planting trees along public rights-of-way, in a manner consistent with the city’s budgetary constraints and maintenance requirements.

Policy 8.4.7 Develop a system of pedestrian-friendly, convenient, attractive access to transit with visually consistent transit shelters that incorporate landscaping and artwork with features that reflect community character.

Potential Implementation Programs and Projects

1. Establish sidewalk, street tree and street furnishings standards which reflect the design character of the community/neighborhood.
2. Maintain and expand the City's street/right-of-way tree planting program, including regularly updating and maintaining the city's Recommended Tree List for various sized spaces and environments..
3. Develop a prototype gateway plan with design/construction guidelines that include median spaces wide enough to let trees grow and be sustained in these artificial environments.
4. Adopt a waterfront pathway design that includes native plantings.
5. Continue development consistent with the Hewitt Avenue master plan.
6. Provide specially designed transit shelters with a consistent design theme.
7. Prepare a trails and sidewalk master plan on a neighborhood-by neighborhood basis.
8. Include information on pathway, trail and sidewalk systems in promotional and tourist information.

E. Transitions and Edges

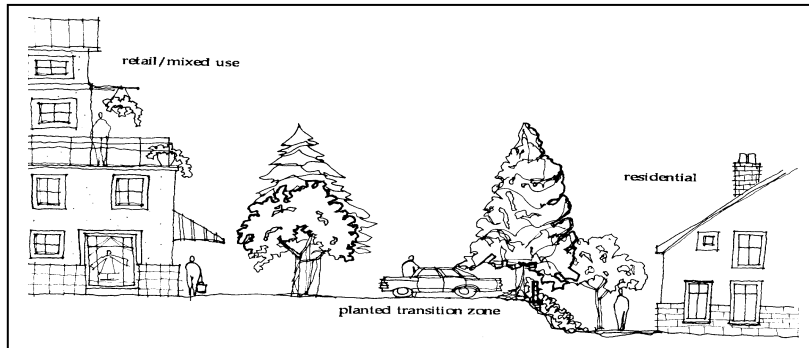
Goal 8.5 Produce greater compatibility between different land uses and between new and existing development using landscaping or other appropriate design measures.

Objective 8.5.1 To ensure that multiple family uses incorporate site and building design and landscaping features of single family characteristics to soften their impact where multiple family development occurs near single family areas.

Objective 8.5.2 To ensure that the commercial use incorporates site and building design and landscaping features to soften its visual and physical impact where commercial development occurs near any residential area, and to ensure that it is a positive element in the nearby neighborhood.

Objective 8.5.3 To require new development that is next to a designated historic building to reflect a sensitivity to the height, mass, proportion, and design characteristics of the older structure.

Objective 8.5.4 To require that both site design and building design elements fit together and function as a unified development when different uses are mixed together horizontally within the same site.



Guidelines to achieve a compatible transition between multi-family and single-family residential should include pitched roof lines additional landscaping, and fencing.



The addition to the historic Wasson House at 3102 Broadway in Everett is a good example of sensitivity to height, mass, proportion, and design characteristics of the older structure.

Objective 8.5.5 To use architectural design elements to ensure a compatible mix when different uses are mixed vertically within the same building.

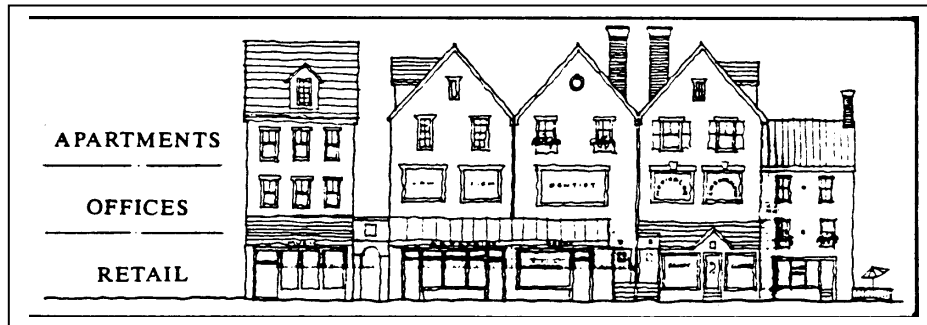
Objective 8.5.6 To encourage new development along the edges of the city that abut the river and the harbor to emphasize a maritime, rather than inland, character and utilize marine amenities in the design (such as features that allow public access to the water).

Objective 8.5.7 To recognize the importance of prime natural features such as water edges and ravines, and protect their qualities, while allowing for public access.

The City shall:

Policy 8.5.1 Incorporate special guidelines for both site design and building design in the city’s Land Use Code to ensure a compatible relationship between commercial and residential development and between multiple-family and single-family development.

Policy 8.5.2 Incorporate special guidelines in the city’s Land Use Code to ensure a compatible relationship between designated historic structures and adjacent new development or renovation.



Ensure compatible relationships between commercial and residential developments.

Policy 8.5.3 Incorporate provisions in the city’s Land Use Code to encourage creativity with respect to the mixing of different uses either on the same site or within a building.

Policy 8.5.4 Guide public and private improvements along the edge of the river and the harbor so they reflect the history and character of maritime activities and preserve public access to these assets.

Policy 8.5.5 Require ravines, estuaries, and natural areas that form green edges next to developed areas to allow for limited public access, where appropriate.

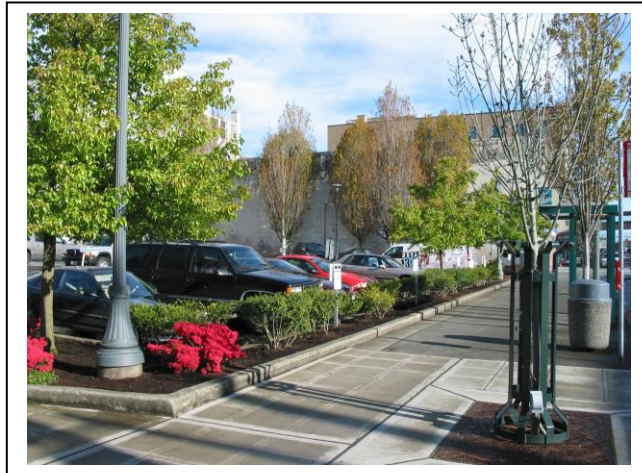
Policy 8.5.6 Require quality planting design incorporating native species when possible and continued maintenance to help soften development.

Policy 8.5.7 Require commercial development outside downtown to convey a sense of distinct “nodes” separated by edges of vegetation, rather than appearing to be endlessly continuous.

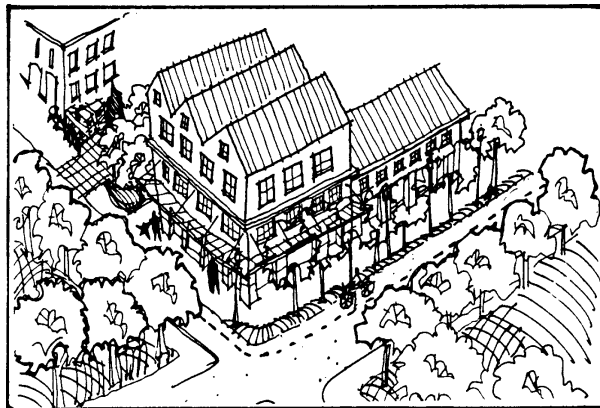
Policy 8.5.8 Require new commercial development and re-development to provide pedestrian walkways between adjacent properties and between the street and the main building entrance.

Potential Implementation Programs and Project

1. Adopt code amendments as needed to implement the policies above.
2. Prepare transition buffer design guidelines.



A good example of using landscaping to soften the hardscape appearance of parking lot areas



Implementation concept of a continuous mix of shops and services with display windows and multiple entrances oriented toward the street.

F. Downtown Area

Goal 8.6 Downtown Everett should be the cultural center of the city, with a rich concentration of commercial enterprises, civic uses, historic structures, residential development, and public spaces.

Objective 8.6.1 To strengthen the retail base by concentrating shops and services in selected areas.

Objective 8.6.2 To upgrade the condition and appearance of the streetscape and sidewalks throughout the downtown.

Objective 8.6.3 To improve the role and visual impact of local and regional transit in the downtown.

Objective 8.6.4 To encourage high density residential uses in selected areas of downtown.

Objective 8.6.5 To focus city, county, state, and federal functions into a single, easily accessible area.

Objective 8.6.6 To provide major civic spaces for important community functions.

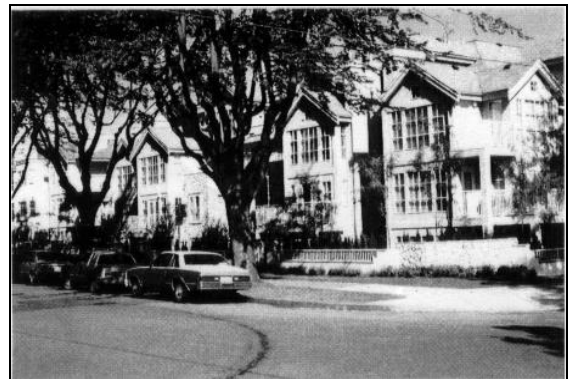
Objective 8.6.7 To enhance the appearance of the downtown skyline through the encouragement of interesting and distinctive roof forms on major buildings.

Objective 8.6.8 To require the undergrounding of utility lines throughout downtown.

Objective 8.6.9 To promote the preservation and rehabilitation of historic buildings.



Good example of a streetscape along Colby Avenue. This type of streetscape should be encouraged throughout the metropolitan center.



Promote and maintain active streetscape planting program in the metropolitan center.

Objective 8.6.10 To ensure that public and private buildings are of high quality design, construction, and orientation, in keeping with design guidelines for the downtown.

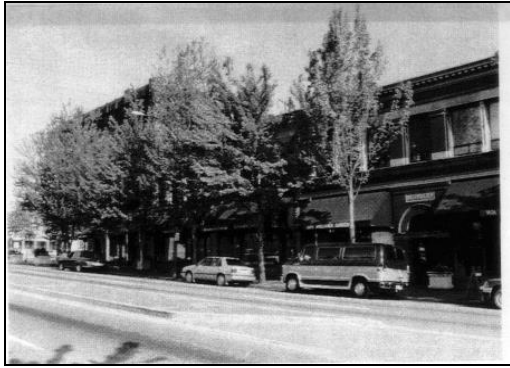
Objective 8.6.11 To identify downtown as a vibrant neighborhood, and as a safe, attractive and congenial place in which to live, work, shop, socialize, and visit.

The City shall:

Policy 8.6.1 Consider amendments to the City's land use code, as necessary, to improve standards that reinforce pedestrian-friendly development in downtown, especially in areas designated as retail streets.

Policy 8.6.2 Encourage redevelopment to include dense, mid-rise, and where allowed by development standards, high-rise housing in mixed use buildings in the downtown.

Policy 8.6.3 Improve all downtown streets consistent with the standards of the Downtown Streetscape Plan.

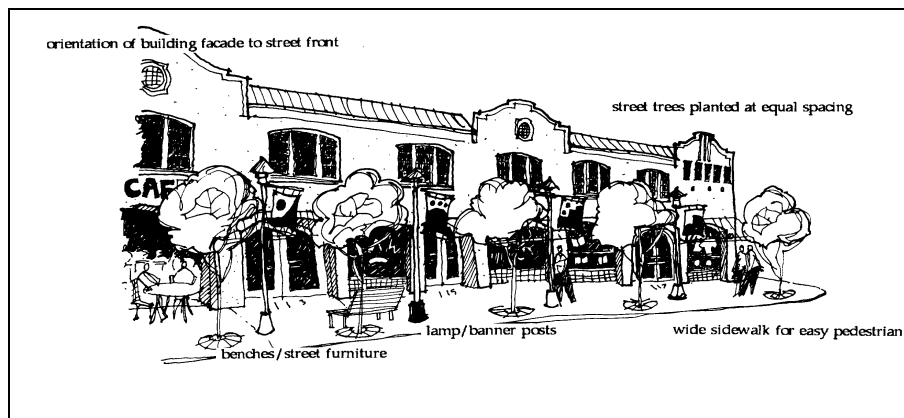


Good example of a streetscape along Hewitt Avenue. This type of streetscape should be encouraged throughout the metropolitan center.



Attention to pedestrian safety and comfort should always be emphasized.

Policy 8.6.4 Encourage development of well-designed publicly accessible open spaces near or next to major buildings to provide gathering spaces for the enjoyment of residents, tenants, customers and visitors in the downtown.



Conceptual design elements to encourage in streetscape treatment for the metropolitan center

Policy 8.6.5 Encourage adaptive reuse of historic buildings located within the downtown, and encourage adjacent development to be respectful and sensitive to the rich character found in older structures.

Policy 8.6.6 Commemorate historic buildings, sites and events with attractive, interpretive signs.

Policy 8.6.7 Monitor the quality of signs installed in the downtown under the 2006 revisions to the B-3 zone regulations and amend as may be necessary to ensure that sign standards reinforce the pedestrian-friendly character desired.

Policy 8.6.8 Encourage art in public places, both permanent and temporary, throughout the downtown.

Policy 8.6.9 Provide special facilities for children, both outdoors (e.g. mini-parks) or indoors, in several locations.

Policy 8.6.10 Develop a phased program for relocating overhead utility lines into underground conduits.



Promote and encourage lively outdoor commercial activities in the downtown.

Policy 8.6.11 Monitor the effectiveness of design standards in the zoning code and amend as necessary to improve the character of redevelopment and contribute positively to the downtown streetscape and skyline.

Policy 8.6.12 Monitor the effectiveness of design standards of the zoning code for parking facilities, either surface or structured, and amend as necessary so they do not dominate the character of downtown; and ensure that the design of such facilities enhances their visual setting.

Policy 8.6.13 Encourage new or renovated parking structures to include street-level commercial uses, planting, and architectural proportions to make them compatible with surrounding buildings.

Policy 8.6.14 Monitor the effectiveness of zoning regulations and amend as necessary to ensure that surface parking lots in the downtown area do not dominate the streetscape and that when new parking lots are built, they are located, designed and landscaped to contribute positively to the overall pedestrian-friendly environment desired for downtown.

Potential Implementation Programs and Policies

1. Adopt code amendments as needed to implement the policies above.
2. Provide sidewalk enhancements and guidelines for siting infrastructure control boxes for utilities such as telephone lines and traffic signals.
3. Offer storefront design assistance.
4. Install interpretive/commemorative signage and integrate it with a citywide wayfinding sign system.
5. Enter into an agreement with the PUD regarding the phasing in of underground electrical lines.
6. Provide convenient, comfortable and attractive access to transit including elements such as weather protection, adjacent crosswalks, wide sidewalks to avoid pedestrian or wheelchair congestion, easy transfers, bus stops at convenient intervals and near to high-use facilities, shortcuts through neighborhoods to get to bus stops.

G. Harborfront/Riverfront

Goal 8.7 Enhance the visual and functional characteristics of Everett's commercial and industrial waterfront areas, encouraging redevelopment while recognizing the historical and economic role of maritime activities and preserving or providing public access and views of the water.

Objective 8.7.1 To improve internal circulation of waterfront areas, especially for walking and bicycling, where possible and appropriate.

Objective 8.7.2 To provide connections between riverfront, harborfront, downtown and neighborhoods, particularly with respect to the pathway along the river.

Objective 8.7.3 To develop a variety of publicly accessible viewpoints along the water's edge that incorporate seating, lighting, interpretive signage, low landscaping and other amenities.

Objective 8.7.4 To increase the public's enjoyment of the city's waterfront areas by encouraging concessions that offer food and beverages, fishing supplies, rental bikes, and other services.

Objective 8.7.5 To retain and reinforce the traditional character of the waterfront, which contains a rich mixture of commercial and industrial uses dependent upon marine transportation.

Objective 8.7.6 To introduce design features that lend some degree of continuity, but within a setting that emphasizes widely varying expressions of entrepreneurial activity.

Objective 8.7.7 To secure additional rights-of-way for paths and open spaces whenever feasible.

The City shall:

Policy 8.7.1 Require pathways along the harborfront and the riverfront to allow for walking, biking and jogging and connect them with other pathways and trails in the city. Include native landscaping in the design to prevent erosion, reduce landslides and improve water quality.



Encourage and maintain public waterfront access and activity space.

Policy 8.7.2 Encourage numerous opportunities to be close to the water, but keep the intrusion of motorized vehicles to a minimum.

Policy 8.7.3 Proactively pursue safe, convenient, and attractive public access to waterfront areas in cooperation with federal, state and local agencies and private business.

Policy 8.7.4 Pursue opportunities for public access in any redevelopment proposals as land uses change along the harborfront and riverfront.

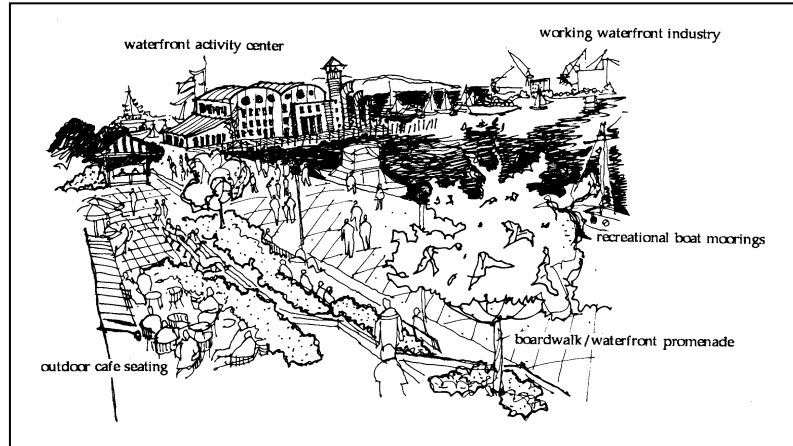
Policy 8.7.5 Develop a palette of appropriate pedestrian furnishings that reflects the long-standing, historical image of a “working waterfront,” rather than a contrived, tourist-oriented theme.

Policy 8.7.6 Encourage new development to reflect and continue the “working waterfront” character, rather than thematic motifs not traditional to Everett.

Policy 8.7.7 Retain, enhance and preserve historic sites, structures, and artifacts whenever possible. When these features cannot be retained, commemorate with interpretive signs.

Policy 8.7.8 Provide pockets of public space at several locations along the harborfront and the riverfront to allow for community events and celebrations.

Policy 8.7.9 Encourage industrial and retail uses supportive of the working waterfront to be intermixed along the harborfront. Single-use retail centers should be discouraged.



Concept for active waterfront open space areas.

Potential Implementation Programs and Projects

1. Prepare design guidelines/standards for waterfront areas.
2. Explore Hewitt Avenue, Wall Street and Pacific Avenue as potential linkages between the waterfront and riverfront.

H. Gateway Corridors

There are several arterial streets in the Everett Planning Area that serve as gateway corridors into and through the city in general and to downtown in particular. The visual qualities of the public rights-of-way and private properties on these corridors strongly convey an image of the community. Attractive streetscapes, whether in neighborhoods or business districts, improve the image of the community and the value of properties, homes and businesses located in such areas. They also make a positive statement to those who are looking to invest in Everett. In order for Everett to compete with other communities for new jobs, industry, and investment in the future, it must continue to improve its image and quality of life.

Land uses along gateway corridors vary, as do the functional classifications of the individual arterial streets. Some of these arterials serve as regional freeways (Interstate 5), as high intensity mixed use corridors (Evergreen Way, North Broadway, Broadway, Everett Mall Way, 19th Avenue SE north of 112th Street), medium intensity mixed-use corridors (112th Street, 128th-132nd Street corridor, 19th Avenue SE south of 112th Street), or as local multi-modal corridors (Mukilteo Boulevard).

Each of the gateway corridors presents opportunities for visual and functional improvements that will improve the image of the community and the capacity of the transportation system. The goal, objectives, and policies contained in this section serve as a guide for the City to use in the design of improvements within the public right-of-way and for development standards that will apply to properties located adjacent to the gateway corridors.

Goal 8.8 Improve and enhance the community image and property values by developing attractive streetscapes on heavily traveled and highly visible streets and highways within Everett’s Planning Area.

Objective 8.8.1 Develop programs and standards that will serve as a guide for upgrading and improving Everett’s visual image, public and private properties located on all arterial streets, and the aesthetic qualities of designated gateway corridors.

The City shall:

Policy 8.8.1 Designate the following arterials and highways as “gateway corridors” for which particular attention will be given to design and maintenance of public improvements and the application of standards to development of abutting properties:

Broadway north of 41st Street, North Broadway, West Marine View Drive, Pacific Avenue, Hewitt Avenue, Everett Avenue, Rucker Avenue between 19th Street and 43rd Street, Colby Avenue, Mukilteo Boulevard, 41st Street, Evergreen Way, Everett Mall Way, 19th Avenue SE, 128th – 132nd Street corridor, SR 526, and Interstate 5.

Policy 8.8.2 Give priority to the design and development of visual and transportation improvements for the following gateway corridors serving downtown to encourage and stimulate the redevelopment of downtown consistent with the Land Use, Housing and Economic Development policies of the comprehensive plan:

Broadway north of 41st Street, North Broadway, Hewitt Avenue, Everett Avenue, Pacific Avenue, Colby Avenue, Rucker Avenue between 19th and 43rd Streets, and West Marine View Drive.

Policy 8.8.3 Include aesthetic as well as functional considerations in the design and implementation of public improvement projects in any of the designated gateway corridors identified in this section to support and enhance the visual quality, livability and character of the city. Such aesthetic considerations shall include, but not be limited to, appropriate street trees and plantings, utility structures such as street lighting and traffic control devices, public right-of-way signs, retaining walls and pedestrian safety rails, bicycle lanes, transit benches and shelters, signage and other right-of-way improvements as appropriate.

Policy 8.8.4 Develop street tree planting and maintenance plans for public rights-of-way for designated gateway corridors and plant trees as is financially possible. First priority should be given to downtown and to those portions of gateways that create a positive first impression for people entering the city (for example, along those gateways immediately adjacent to and leading into the city from freeway off-ramps).

Policy 8.8.5 Encourage the Washington State Department of Transportation to preserve the large, native trees growing within and adjacent to the Interstate 5 right-of-way, and to supplement existing vegetation with additional tree plantings along freeways and state highways, and at highway interchanges, and to replace trees, if feasible, when removal is necessary.

Policy 8.8.6 Require the design of sites, buildings, landscaping and signs that are developed on properties abutting the designated gateway corridors to be of a quality that upgrades and enhances the aesthetic character of the City in general and the immediate area in particular.

Policy 8.8.7 Work with property and business owners along gateway corridors to develop and implement streetscape improvement plans both within the public right-of-way and on properties abutting the right-of-way. Such improvement plans shall be coordinated with Snohomish County for the unincorporated portions of corridors that are located in the Everett Planning Area.

Policy 8.8.8 Consider developing site and building design guidelines and/or standards that apply to properties developed along designated gateway corridors.

Potential Implementation Programs and Projects

1. Prepare design guidelines/standards for gateway corridors.
2. Prepare design guidelines/standards for median planting strips. Medians must be wide enough to fully support the long-term growth of planted trees.
3. Integrate gateway directional signage into a comprehensive city wayfinding sign system.